Homework 1 Report

In the data set, theater and plays has the largest has the most crowdfunding campaigns out. However, music has the highest success rate per campaign comparatively, more so than any other category. Another interesting fact is that technology has by far the most amount of backers, more than theaters and music combined, while showing the most even distribution of failures, cancellations and successes. The amount of backers for technology highlights the fact that it is most appealing category to users in the website, even though there aren’t as many projects available to fund. It seems as though, analyzing the timeline chart for project status, that projects are more likely to succeed by the beginning of the summer, which might coincide with movie releases and theater project that were most likely crowdfunded earlier so that they’d be ready for people going on vacation and maybe spending more leisure time outdoors during the hotter months.

Limitations in the data set include the one-year timeline, which might inaccurately represent the failure or success rate of the overall categories provided. It’s also limited to crowdsourcing projects available through kickstart even though there are a plethora of websites that provide the same services, and include more categories through which one can raise money than the ones available now.

Other tables and graphs include showing different backers and their donation amounts could maybe show the demographic and interest level in certain project categories. Comparison of donation amounts to a timeline might also prove helpful to determine when people want to donate most, and when they donate least. Another graph comparing success rate vs the use of the spot light or staff pick might also show trends that are of interest as well.